



The National Association of
Women in Construction

Professional Development & Education Committee
Emerging Professionals Committee
Personal Branding

McDonalds, Subway, Chick-fil-A, and Taco Bell are all places to eat– but they each have a unique brand. Those restaurants share many similarities, but there are also notable differences that separate them from each other. Similarly, you may have commonalities with your colleagues, but you also have key attributes that make you stand out from the crowd – and that is your personal brand.

- Learn the importance of having a personal brand
- Identify the attributes that make you unique
- Recognize how to utilize your individual skillset and brand to add value to your organization



Danielle Hoeltzel
Director of Learning Programs
Express Employment Professionals

Danielle Hoeltzel has been in the organizational development field for 15 years, with a special focus on leadership development, internal communications, and change management. Prior to joining Express Employment Professionals, she worked at Chesapeake Energy and served as a human resources analyst. Danielle holds her Master's in Organizational Leadership from the University of Oklahoma and is a Certified Professional in Human Resources (PHR) and Society of Human Resources Management Certified Professional (SHRM-CP).

Tuesday, November 8, 2022
11:00 am (CT)

[Register Here](#)